

WETASKIWIN

The Railway Junction Town and
Prosperous Commercial Centre of
Alberta, Canada and District . . .



PUBLISHED FOR THE INFORMATION OF
MANUFACTURERS, INVESTORS AND SETTLERS
AT THE TIMES, WETASKIWIN, ALBERTA,
N.W.T., CANADA

Alberta Hotel

LAKE BROS., Prop.



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WETASKIWIN, ALTA.

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Investors

Business Men

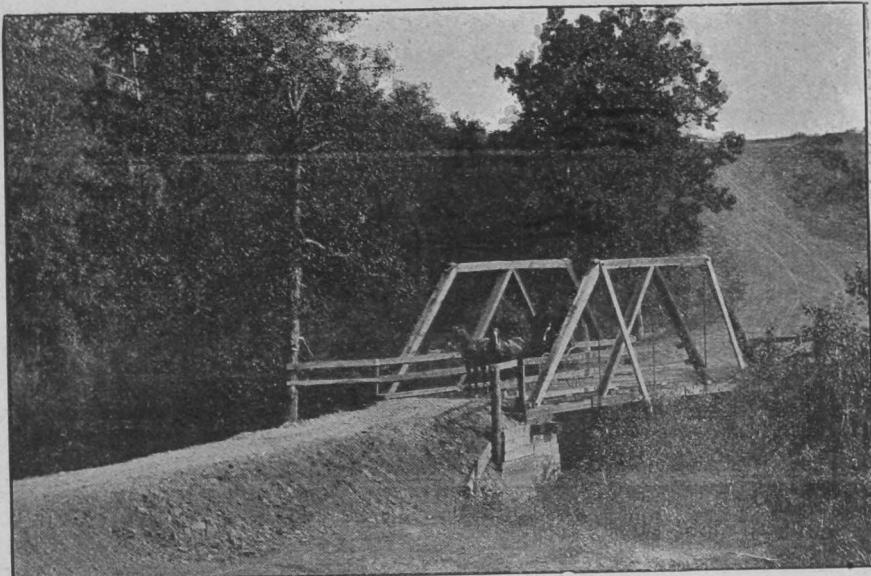
and Settlers



This will interest you, and a close perusal of these pages will doubtless convince you that the live Northwest Canadian Railway Junction Town of

WETASKIWIN, ALBERTA

and district are well worthy of your careful consideration.



LUCAS GROVE, BIG STONE CREEK, ONE OF OUR BEAUTY SPOTS

FOR FURTHER INFORMATION

Regarding the establishment of Factories, Business Openings and investments in Wetaskiwin, Alberta, the reader is kindly requested to address D.A. Ward, Esq., Sec. Wetaskiwin Board of Trade; J. Young Byers, Esq., Town Clerk, Wetaskiwin, Alta., or Linden, Talbot & Co., Real Estate Agents, Company Promoters, Etc., Wetaskiwin, Alta. or

*P. J. Daley
Rosenroll P. O.*

*Alberta
Rosenroll is 14 miles East of Wetaskiwin on C.P.R.*

WETASKIWIN

ALBERTA

The town of Wetaskiwin probably is not as well known to the outside world as Edmonton, Alberta, the ancient fur trading town forty three miles to the north of it, as the latter outside of the position it has held in Canadian history for upwards of two centuries as a celebrated Hudson's Bay Trading Post, it has also during the last decade been largely advertised and exploited through the press of many countries as the Eldorado of the far North, still Wetaskiwin has several advantages over Edmonton which will doubtless strongly appeal to capitalists and settlers.



BIRD'S EYE VIEW OF WETASKIWIN

The Wetaskiwin district is rapidly filling up with thrifty, energetic settlers, and it is contemplated that during the coming season several thousand families from Minnesota and the Dakotas will make their homes with us. The people of Wetaskiwin and district, with a few exceptions, were formerly Americans, and Wetaskiwin is known across the line as an American settlement. Mr. O. M. Swanson, our Government Immigration Agent, is largely responsible for the great influx of settlers in our midst and this gentleman is indefatigable in his efforts to create a large and prosperous farming community around us.

HISTORICAL AND GEOGRAPHICAL

Wetaskiwin first appeared upon the map of the Northwest Territories of Canada as a place of importance on the installation of the Calgary and Edmonton Branch of the Canadian Pacific Railway in the year 1901, although the settlement had borne the name "Wetaskiwin" for upwards of thirty years prior to this, the name having originated through a treaty made here between the Cree and Blackfeet tribes of Indians who then named the site of our present town, Wetaskiwin, or "The Peace."

The spring of the summer of the year 1892 witnessed the erection of the first building in the town, and from this period the town has steadily forged ahead until now its actual resident population exceeds the three thousand mark.

The town has never enjoyed or suffered the excitement of boom days but its growth has been normal and permanent.

Wetaskiwin is situated in the midst of the finest farming and ranching lands of the Canadian Northwest. It is located 152 miles north of the city of Calgary, Alberta, the present distributing point for the northern and far western country, and 43 miles south of the city of Edmonton, on the Calgary and Edmonton branch of the Canadian Pacific Railway.

The residential streets of Wetaskiwin have been well laid out and contain many fine, substantial and attractive residences.



ANDRAS STREET, LOOKING NORTH

NATURAL ADVANTAGES.

Wetaskiwin, or "The Peace" as the Indians named the site of our present town, has much to thank dame nature for.

The town, laid out as it were in a veritable garden spot of the long rolling prairie, is provided with an abundant water supply for domestic and industrial purposes, and although the citizens are at present contenting themselves with the clear pure water drawn from wells, still we have lakes and springs close at hand, from which in the near future the town will obtain its supply on the installation of its waterworks system.

Natural gas is supposed by experts to exist in the neighborhood, and a franchise has been granted by the town to a party of capitalists for the purpose of developing it.

Bituminous coal is now being mined within a few miles of Wetaskiwin and is sold at the mines for about \$2.00 a ton.



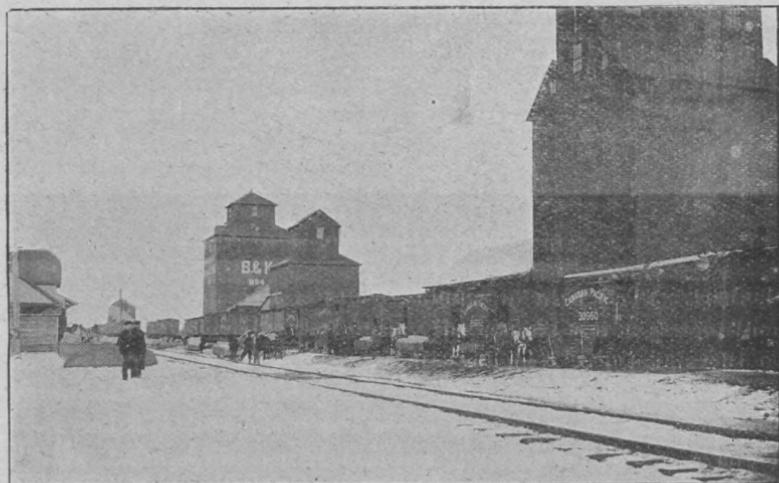
RAILWAY STREET, LOOKING NORTH
MARKETING GRAIN IN WETASKIWIN

Three mines are now in operation and many more can be opened up when occasion requires. The coal supply of our district is practically inexhaustible. Stove wood is sold by the farmers to our citizens at prices ranging from \$1.50 to \$2.50 per cord, according to the quality and length of the wood. Thus the fuel question of our town and district for domestic and steam producing purposes for hundreds of years to come no matter to what extent the town may ultimately develop is easily solved.

The time is not far distant when Wetaskiwin coal will form one of the chief exports from the district.

Fur bearing animals are prolific in the Eastern part of the district, and thousands of skins of all classes leave Wetaskiwin for foreign markets annually. Fish is also classed amongst our present exports. The lakes in the neighborhood of Wetaskiwin are full of the finest specimens of white fish, and one of our enterprising merchants during the present winter shipped them by car loads to the Eastern Markets.

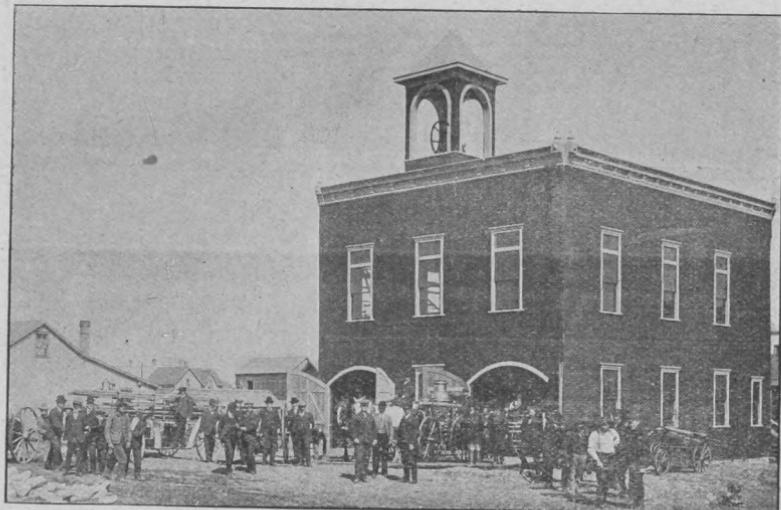
Cheap fuel and abundance of water is essential in any community and nature has in this respect been very kind to Wetaskiwin. The level prairie rolling away for miles in every direction, the warm Chinook winds in the winter, and the cool mountain breezes in the hot days of summer which sweep over our level plains renders life very pleasant indeed to the citizens of our town, besides being conducive to health as our town statistics record a very low mortality rate.



ELEVATORS FROM SOUTHWEST
LOADING GRAIN ON THE CARS, WETASKIWIN

PUBLIC INSTITUTIONS

Under this heading we may introduce to the reader, Mr. J. Young Byers, the indefatigable Town Clerk, Mr. J. A. McKay, the Mayor and Messrs. N. W. Gould, John West, H. A. Finch, D. McEachern and H. Olin, Councillors of the town, as it is mainly through the efforts of these gentlemen that the people of Wetaskiwin are enabled to boast of their public institution which are deemed to be surpassed by none in the District of Alberta.



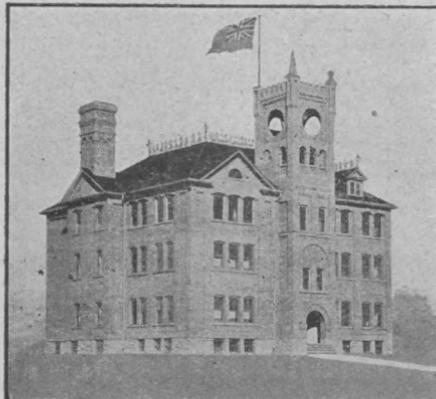
WETASKIWIN'S FIRE BRIGADE

The Fire Department is housed in an up-to-date fire station and is equipped with a steamer of the latest pattern, besides the usual complement of reels, hooks, ladders and other necessary paraphernalia. The fire brigade has in its ranks some of the most active and intelligent men of the town, well drilled, quick and resourceful, and the brigade is regarded by outside critics as one of the best equipped and most efficient in the Territories.



THE ELECTRIC LIGHT POWER HOUSE

Wetaskiwin is lighted by a thoroughly modern electric plant recently installed by the municipality at a cost of \$25,000.00 which has since its installation, given very efficient service to the citizens. The present capacity of the plant renders it possible for the town to supply power to at least six or seven factories. The electric light station is a structure of imposing appearance and is erected on the most up-to-date principles.



WETASKIWIN'S NEW PUBLIC SCHOOL

Our new Public School is being erected at a cost of upwards of \$35,000.00 and is rapidly nearing completion. When finished Wetaskiwin will be the proud possessor of one of the finest and best equipped schools to be found in the West. Everything about the building is strictly of the most modern type and our educational facilities will be of the highest calibre.

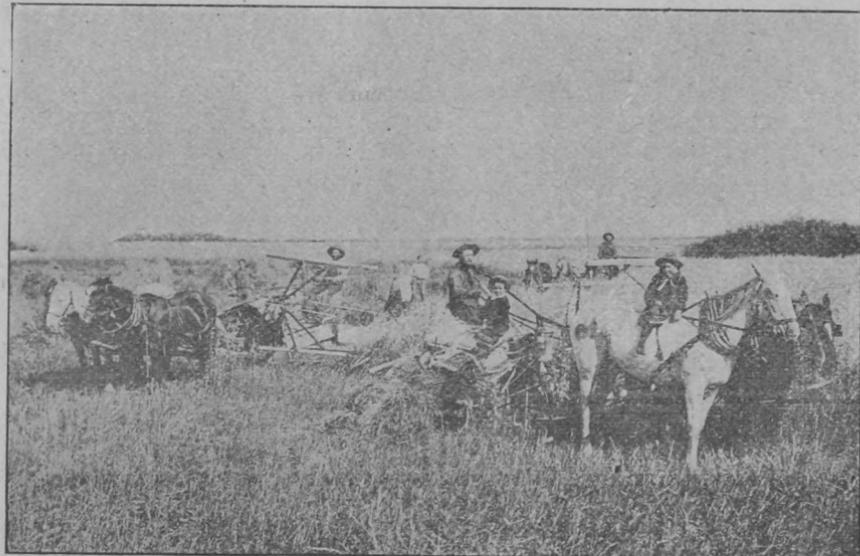
The Roman Catholic portion of the community have their own educational institution called a "Separate School" the pupils of which obtain a great degree of proficiency in learning.

The town has also a dairy Station supported by the government.

Wetaskiwin can also boast of seven Churches, with good seating capacities. The religious denominations represented being the church of England, Presbyterian, Swedish Presbyterian, Methodist, Baptist, Swedish Lutheran, and Roman Catholic.

MANUFACTURES

Wetaskiwin as it has already been pointed out has many natural advantages that would tend to make it a prominent manufacturing and distributing centre, but up to the present time its citizens have not made any especial efforts toward the establishment of any industrial enterprises, contenting themselves mainly with having the market town and distributing centre for the vast crops gathered in from the fertile district surrounding it, hence our factory list only comprises a sash and door factory, a flour mill and pump factory all of which cater extensively to the local trade.



HARVESTING

WETASKIWIN BUSINESS LIST

INDUSTRIAL

Four grain elevators, (capacity 180,000 bushels,) 1 flour mill, 1 sash and door factory, 1 distillery, 1 brewery and malt house, (in course of erection), 2 live newspapers and job printing establishments, 1 public electric light and power plant, 1 pump factory, 4 blacksmith shops, 2 tailor shops, 4 dressmaking establishments, 3 Chinese laundries, 1 domestic laundry, 3 barber shops, 1 carpenter shop, 1 paint and house decorating shop, 2 bakeries and 1 photograph gallery.

COMMERCIAL

Three Banks, 10 general stores, 4 hardware stores, 3 furniture stores, 1 undertaker, 4 implement agencies, 7 real estate and insurance agencies, 2 confectioners, 2 book stores, 3 drug stores, 1 gent's furnishing store, 4 Jewelers, 2 harness and saddlery stores, 5 fully licensed and up-to-date hotels with first-class accommodation, 2 wholesale liquor stores, 7 boarding houses, 5 liveries, 2 lumber yards, 1 restaurant, 3 ice cream parlors, 3 auctioneers, 2 millinery stores, 2 butcher shops, 3 horse dealers, 3 cattle and hog exporters, 1 opera house with good seating capacity, 1 skating rink, 2 coal sheds, and stock yards.

PROFESSIONAL

Seven ministers, 3 doctors, 1 veterinary surgeon, 5 law firms, 2 dentists and 2 music teachers.

ON THE OUTSKIRTS OF THE TOWN

Two brick yards.

CLIMATE

The heavy snow falls and blizzards retarding business and suspending traffic, the dirty, sloppy streets with mud up to the ankles, the blistering hot days of summer with not a breath of air stirring, and terrific electrical storms

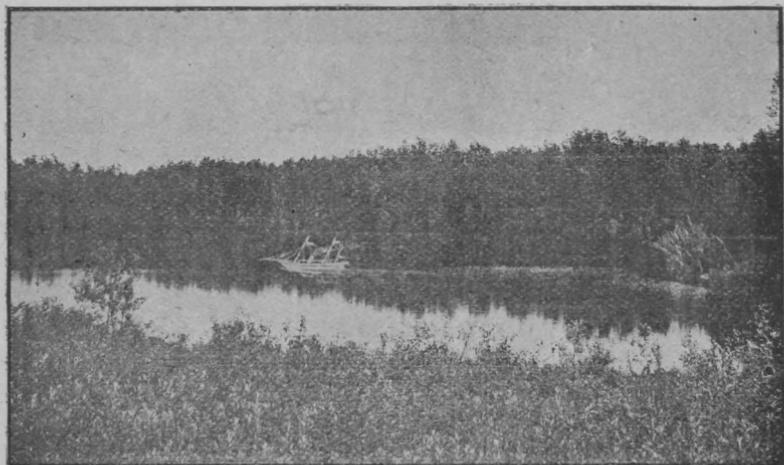
to which the residents of the east have grown accustomed, are an unknown quantity in the Wetaskiwin district.

It is true that the mercury in the middle of the winter sometimes forgets itself for a day or two and drops down to 30° below zero, still at the same time the air is dry and the cold snap is not at all detrimental, but is highly appreciated as it has a invigorating effect upon the system, and makes one feel as if life is worth living, whereas, in the east this same cold snap with the humid atmosphere that prevails, penetrates through the warmest clothing, and, as they say "chills clear through to the bone."

Snow does not fall to any extent in the Wetaskiwin district, it seldom exceeds a foot in depth, but sufficient to form a good roadbed for sleighing and heavy hauling. Horses rove at large all winter and grow fat on the grass and stubble they can paw out of the ground, but cattle need a little shelter and feed in very severe weather, but this does not last very long a month or so in all.

RECREATIONS

All work and no play is not a theory universally practiced by the industrious citizens of Wetaskiwin.



THE PLEASURE SEEKERS' RENDEZVOUS
COAL LAKE, SEVEN MILES FROM TOWN

The Opera House during the winter season is well patronized many first-class attractions appearing upon the boards at regular intervals. A very popular musical aggregation known as the Wetaskiwin Band furnishes music to the citizens during the open air season. The Wetaskiwin Base Ball club, who succeeded last year in vanquishing all clubs in the towns from Calgary to Edmonton, manage to give the devotees of that game a chance to "root" once or twice a week during the season. Cricket and golf is also indulged in. Rowing and canoeing is part of the attraction at Wetaskiwin's summer resort — Coal Lake, 7 miles from town.

The "Hoss Trot" is also not an unknown quantity in Wetaskiwin, as is evidenced by the immense crowds that gather together from hundreds of miles around to witness the Fourth of July race meetings.

The fall fair is also a popular institution with our citizens and their country cousins.

In the winter time hockey, curling, skating, basket ball, carnivals, masquerade balls, dances, concerts, operas and plays very pleasantly fill the long dark hours of the short winter days.

OUR DISTRICT AND ITS RESOURCES

The main factor in the growth and success of any community is the resources at its command in the district in which it has cast its lot.

In this respect the people of Wetaskiwin and district are exceedingly fortunate. Immense coal beds at our very door, large wood supplies surrounding us, the best and purest of water at our hand, and the most equable climate to be found on the North American continent.

The oats grown in the Wetaskiwin district often yield from 90 to 100 bushels to the acre, and in some instances 130 bushels have been taken off an acre of land without any fertilizer being used on the soil. The oats ripen in the head and are cut when the stock is quite green and the straw makes excellent fodder for the cattle.

Barley is another famous crop in the Wetaskiwin district. The yield far exceeds that of many other districts and is of first-class quality.

The Red Fife variety of wheat is preferred here. The average yield of

wheat and the proportion of No. 1 quality appears in the reports of the North West Government to be the highest in any part of the wheat belt.



OAT FIELD, NEAR WETASKIWIN

Wild as well as cultivated grasses grow well in our district. Timothy is a standard crop. Red, White and Alsike Clover grow well for a year at a time. Small white clover grows luxuriantly and persistently. The wild grasses are principally red top, blue joint and pea vine.

Wild fruits grow in profusion, and in succession from strawberries in July, to cranberries in October. Cultivated small fruits such as currants of the red, white and black variety, strawberries, raspberries, gooseberries, thrive well with very little care as the climate is very favorable to their growth.

Apples, cherries and plums have not as yet been grown with any degree of success, but experiments are now being made in this direction and there is very little doubt but that the hardier varieties of these fruits will in the near future be grown with success.

Roots and vegetables such as potatoes, beets, carrots, onions, cabbages, radishes, lettuce, etc., flourish exceedingly well.

With respect to farm stock, cattle and hogs have the preference in this

district, although a little to the north of us sheep are well in evidence.

The rich pasture lands, the running creeks, the equable climate, are all important factors in the Wetaskiwin district stock raising. Dairying is also of the most important parts of the cattle industry. The exertions of the farmers wives, and the excellent quality of butter manufactured by them from the rich milk given by cows fed on the wild grasses of the prairie, have very materially assisted in lifting or reducing the mortgages on many of the farms in our district.

Horse rearing is not a feature in the Wetaskiwin district as yet, as the tendency is to import rather than rear them, as they can be raised more cheaply in the grazing regions of the south, but several horse ranches are now being started in our outlying districts.

WETASKIWIN'S FUTURE

The Government of the Dominion of Canada having conceded provincial



RYE FIELD, ONE MILE EAST OF WETASKIWIN

rights to the District of Alberta, the ways and means now being provided for

permanent roads and improvements, the great influx of settlers which must necessarily follow in the wake of these events forcibly brings this question home to us: "Are we in the future to be dependant upon the East for all our manufactured goods, and is our money, instead of being circulated amongst the people of Alberta to the common benefit of all, to be as in the past sent East to further enrich the older Provinces and States?" The answer to this question is emphatically, No. Why can't we manufacture the greater part of the goods now manufactured in the East?

The Town of Wetaskiwin is situated almost in the centre of the new province, and is therefore admirably adapted to become its future manufacturing and distributing point.

The country is now settled for hundreds of miles north, east, west and south of our town, and many new towns and villages are springing into existence around us.

The Canadian Pacific and Canadian Northern Railway Companies evidently foresee the future importance of Wetaskiwin, when the former company is making it a junction for its main line to Saskatoon. Twenty five miles of road running east are nearing completion, and trains are expected to be operating on this line before the present summer is over. Not to be outdone the Canadian Northern has filed plans for a branch from its main line from near Vegreville to Wetaskiwin, thus opening up the famous Vermillion River Valley district, one of the most fertile parts of Alberta, and it contemplates further extending the line west of our town and forming a belt connection with the northern city of Edmonton.

It is therefore obvious that if our large Railway Companies are expending millions of Dollars to connect with Wetaskiwin, and branch out therefrom to the four cardinal points of the compass, they must have faith in the importance of our town in the near future, both as a Commercial and an Industrial centre, then we arrive at this conclusion; if the Railway Companies are sanguine as to our future, investors of capital in Manufacturing industries in our town and in our lands cannot possibly go astray.

MANUFACTURING INDUSTRIES AND INDUCEMENTS OFFERED

Taking into consideration the natural advantages of Wetaskiwin, its central location and railway facilities almost any class of manufacturing industry can be established here with success, such as Flax Mills, Woollen Mills, Ready Made Clothing, Shirts, Collars and Cuffs, Fur Garments, Boots and Shoes, Ladies' Whitewear, Knitted Goods, Gloves, Corsets, Leather Goods, Boxes and Paper Bags, Carpets, Furniture, Pianos and Organs, Foundries, Vehicles, and many others on which the freight rates on raw materials imported into the district do not render prohibitive.



TWO HOURS NEAR WETASKIWIN.

Capital can also be wisely and safely employed in the developing of our vast coal beds, and would prove highly remunerative to the investor.

A land Improvement Company, having for its object the acquisition of town lots, and erection of dwellings for renting purposes would pay big dividends, as the real estate offices in Wetaskiwin are besieged daily by applicants whose families are compelled to live in the near-by towns owing to the dearth of house accommodation.

A water works system in town operated by private capital would also prove a good investment.

A Loan Company organized in this locality, who would be prepared to make loans on real estate at interest not exceeding seven per cent., would be largely patronized by the town and community, and would prove a boon to the borrowers, and a money-making proposition to the shareholders.

The possibilities of Wetaskiwin are practically unlimited for the purpose of the safe investment of capital. Capital is all we need to make our town one of the greatest Commercial and Industrial Centres in the West, as nature and the railway companies have already contributed their quota towards its future development and progress.

Capitalists, if you have a large sum of money, or even only a few thousand Dollars at your disposal, which you wish to employ safely and remuneratively, the town of Wetaskiwin is well worthy of your consideration, be it in the light of the establishment of manufacturing industries, or investment purposes.

Eastern Manufacturers: the establishment by you of branch factories for the manufacture of your goods in Wetaskiwin, with the almost unlimited Market at our door, should strongly appeal to you. Why strain your Capital by overstocking for the purpose of finding employment for your thousands of employees in the dull seasons and the times of flat markets, when by the installation of a plant in Wetaskiwin, these employees can be profitably employed, and your Capital instead of being subject to a depreciation from heavy drafts that may be made upon it to tide over these events may be largely augmented by the profits that it must necessarily earn by being in operation here.

The hour is at hand when the importation of heavy shipments of manufactured goods from the east will cease. Will you wait until it is too late and discover that the field is taken by more energetic and venturesome spirits? The employment of capital safely on a divident paying basis in the east is now causing great anxiety, and many "get rich-quick schemes" are in operation as a result of this financial stagnation. Place your money where it

will be safe, where your legitimate profits will be assured and in conclusion we say, that WETASKIWIN, ALBERTA, CANADA, offers the finest field for you to do so in, and as we have an enlightened, intelligent, progressive people, a far seeing, liberal minded corporation, the inducements which will be extended to you by them, you will doubtless find extremely satisfactory.

The rate of taxation in Wetaskiwin for the past year for all purposes, was only seventeen mills on the dollar. How is this for a new town with the many up-to-date public institutions and facilities it now possesses?



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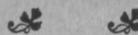
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SAVINGS BANK DEPARTMENT

CORRESPONDENTS :

Bank of New York. First National Bank Minneapolis.
Royal Bank of Scotland.

THE CENTRAL STORE

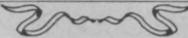
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us. We invite you to call at our yard,
inspect our stock and get our prices.
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**Wholesale and Retail dealer in
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**Fresh and Salt Meats. Fish
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V. C. JAMES, MANAGER

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is our Motto. We sell . . .**



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Head office, Wetaskiwin, Alta.
Branch Store, Camrose, Alta.

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HARDWARE AND FURNITURE

EAST SIDE LIVERY BARN FEED AND SALE STABLES

Draying a specialty. Rigs Supplied to Land Seekers. Next door to the Horse Shoe Store. Telephone No. 10. Wetaskiwin, Alberta. Railway Street, East.

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OUR GOODS ARE GOOD

BECAUSE OF OUR EXPERIENCE

OUR SALES ARE GOOD

BECAUSE OF OUR CUS-
TOMERS' EXPERIENCE



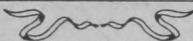
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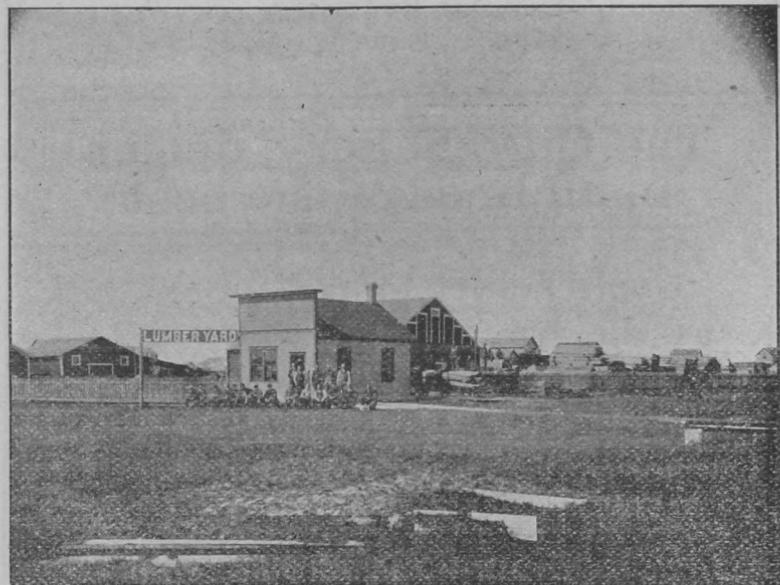
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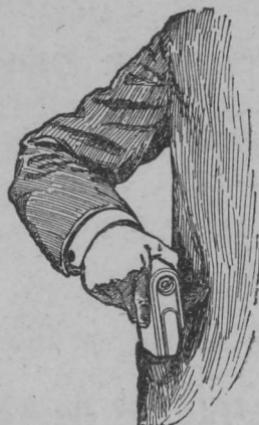
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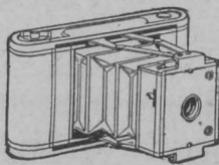
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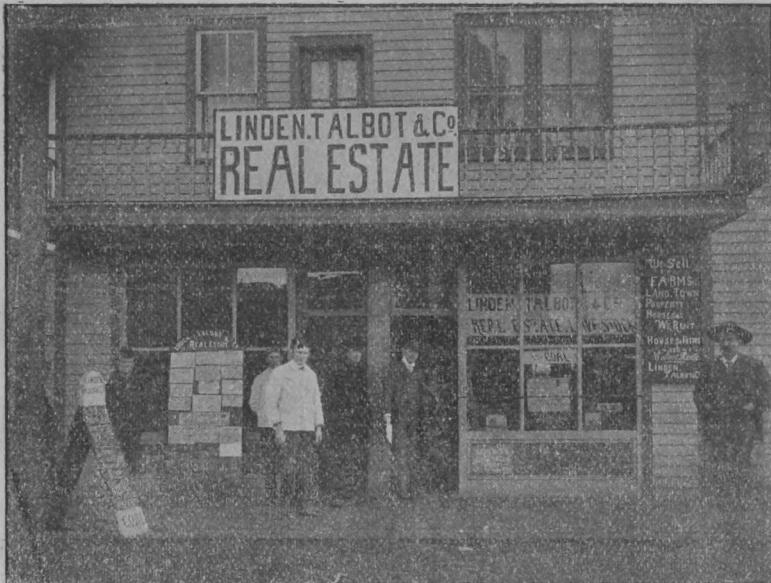
The name of Mr. Stephen Swoboda was by an oversight omitted from the list of our Town Councillors. The compiler wishes to correct this omission as Mr. Swoboda has been one of the most energetic and faithful workers in the interest of Wetaskiwin, and to his efforts the establishment of our Public Institutions is largely attributable.

“Compiler.”

100

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N.B. Our property lists, although the largest in the district contain only the choicest lands, and farms and at most reasonable prices.